

Abstract

Title: Business Plan: Development opportunities of project Brutal Kruháč

Goals: The main goal of this thesis is to develop a business plan that will help further develop the project Brutal kruháč. Another goal is the elaboration of a business plan analyses necessary to determine the development opportunities of the project.

Methods: Literature review and description of the analyzed documents were used to build a business plan. Furthermore, the method of survey, observation, analysis and comparison was used when compiling marketing and financial plan.

Results: Results of the analyses show that the project is profitable and it makes sense to expand it further. Following the findings in this work the project is to be moved to its own gym in Prague, there will be extension in the number of lessons and expansion to Brno. These steps for further development of the project will be supported by an effective marketing promotion.

Keywords: Business plan, circuit training, financial planning, promotion, development